





**Toyota’s operational objectives place a very high priority on the achievement of its environmental objectives. To what extent do you believe that this emphasis on environmental objectives will improve Toyota’s competitiveness as a car manufacturer? (20 marks)**

AO1 = 4 Knowledge

AO2 = 3 Application/Context

AO3 = 5 Analysis

AO4 = 8 Evaluation

1. In your first paragraph, you need to explain why Toyota’s environmental objectives will help improve its competitiveness. You should have at least two detailed arguments supporting this point.

Point: Toyota’s environmental objectives will help improve its competitiveness

Evidence: Use evidence from the case study (or multiple pieces) that support this argument.

Analysis: Explain why the information you have used supports this argument. Explain the impact, in detail, that it will have on Toyota.

Repeat this structure.

1. In your second paragraph, you do the same as the above, but this time you use evidence from the case study that shows that there are other factors that will help it improve its competitiveness. You repeat this point twice.
2. In your third paragraph, you will evaluate your arguments, stating which one is more likely.

* State which argument you agree with more.
* State the main reason you have come to this decision, explaining why, but not repeating your points from above.
* State why you don’t believe your non-chosen option is the best option.
* However, to what extent your decision is valid depends upon....... (State the main issues regarding your chosen option).